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Brand name types and consumer demand [Texto impreso] : evidence from China's automobile market / Fang Wu ... [et al.]

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 174-175

Abstract: Brand naming challenges are more complex in logographic languages (e.g., Chinese), compared with phonographic languages (e.g., English) because the former languages feature looser correspondence between sound and meaning. With these two dimensions of sound and meaning, the authors propose a four-way categorization of brand name types for logographic languages: alphanumeric, phonetic, phonosemantic, or semantic. Using automobile sales data from China and a discrete choice model for differentiated products, the authors relate brand name types to demand, with evidence showing that Chinese consumers preferred vehicle models with semantic brand names (7.64% more sales than alphanumeric) but exhibited the least preference for phonosemantic names (4.92% lower sales than alphanumeric). Domestic Chinese firms benefited from semantic brand names, whereas foreign firms gained from using foreign-sounding brand names. Entry-level products performed better with semantic brand names, and high-end products excelled when they had foreign-sounding brand names. Thus, the four-way categorization of brand name types should help multinational firms and domestic Chinese firms understand and leverage the association between brand name types and consumer demand.

Journal of marketing research. -- 2019, v. 56, n. 1, february, p. 158-175

1. Automobile market 2. Brand name types 3. Chinese consumers 4. Consumer demand 5. Linguistics

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Branded apps and their impact on firm value [Texto impreso] : a design perspective / D. Eric Boyd, P. K. Kannan, and Rebecca J. Slotegraaf

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 87-88

Abstract: Although firms are increasingly launching branded mobile apps, an understanding of their influence on firm value remains elusive. Using stock market returns to assess firm value, the authors investigate the impact of branded mobile app announcements on such value. Moreover, recognizing that mobile apps generate various touchpoints in the customer journey, the authors also investigate how an app's design shifts the effects of mobile apps on firm value. In particular, they investigate effects from whether an app emphasizes features related to peer-to-peer interactions about the brand, personal-oriented interactions between a customer and the brand, or the purchase phase itself. They find that the launch of a mobile app increases firm value and that the features emphasized in app design play an important role in such value creation. The study offers important implications regarding the accountability of branded mobile apps and provides direction for marketing theory and practice.

Journal of marketing research. -- 2019, v. 56, n. 1, february, p. 76-88

1. Branded mobile apps 2. Financial value 3. Marketing accountability

3**Capital market returns to new product development success [Texto impreso] : informational effects on product market advertising / Kyung M. Park, Pradeep K. Chintagunta, and Inho Suk**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 55-56

Abstract: The authors aim to answer the following question: If the capital market reacts with abnormal stock returns to new product development success events, do these returns influence subsequent marketing decisions? Drawing on informational market feedback and managerial learning theories, the authors posit that when firms are uncertain about how responsive the product market will be to their marketing activities, signals received from the capital market help them update their beliefs about the product market's responsiveness. In the pharmaceutical context, the authors decompose the abnormal returns at a new drug approval event into components that the firm can and cannot predict (i.e., predicted and unpredicted abnormal returns) and find that the postapproval advertising budget is larger when unpredicted abnormal approval returns are higher. Furthermore, this tendency is more pronounced for spending on detailing than for direct-to-consumer advertising. Consistent with these higher budgets, the authors find that postlaunch advertising is more effective when unpredicted abnormal approval returns are higher, particularly for detailing spending (vs. direct-to-consumer advertising). Overall, this study suggests that information flows from the capital market's initial perceptions at new product introduction play an important role in subsequent marketing decisions in the product market.

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1. Unpredicted abnormal event returns 2. Unpredicted consumer demand 3. Advertising budget 4. Advertising effectiveness 5. Persistence modeling

4**Extracting features of entertainment products [Texto impreso]: a guided latent dirichlet allocation approach informed by the psychology of media consumption / Olivier Toubia ... [et al.]**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 34-36

Abstract: The authors propose a quantitative approach for describing entertainment products, in a way that allows for improving the predictive performance of consumer choice models for these products. Their approach is based on the media psychology literature, which suggests that people's consumption of entertainment products is influenced by the psychological themes featured in these products. They classify psychological themes on the basis of the "character strengths" taxonomy from the positive psychology literature (Peterson and Seligman 2004). They develop a natural language processing tool, guided latent Dirichlet allocation (LDA), that automatically extracts a set of features of entertainment products from their descriptions. Guided LDA is flexible enough to allow features to be informed by psychological themes while allowing other relevant dimensions to emerge. The authors apply this tool to movies and show that guided LDA features help better predict movie-watching behavior at the individual level. They find this result with both award-winning movies and blockbuster movies. They illustrate the potential of the proposed approach in pure content-based predictive models of consumer behavior, as well as in hybrid predictive models that combine contentbased models with collaborative filtering. They also show that guided LDA can improve the performance of models that predict aggregate outcomes.

Journal of marketing research. -- 2019, v. 56, n. 1, february, p. 18-36

1. Topic models 2. Natural language processing 3. Entertainment industry 4. Positive psychology 5. Media psychology

5**Falling back on numbers [Texto impreso] : when preference for numerical product information increases after a personal control threat/ Christophe Lembregts and Mario Pandelaere**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 120-122

Abstract: Despite the ubiquity of numerical information in consumers' lives, prior research has provided limited insights to marketers about when numerical information exerts greater impact on decisions. This study offers evidence that judgments involving numerical information can be affected by consumers' sense of personal control over the environment. A numerical attribute's format communicates the extent to which the magnitude of a benefit is predictable (Study 1a), such that people who experience a control threat and want to see their external environment as predictable (Study 1b) rely on point value (vs. range) information as a general signal that the environment is predictable (Study 2). A personal control threat changes consumers' preferences as a function of whether the numerical information appears as a point value or a range (Studies 3–4). This heightened focus on format may lessen the impact of a product benefit's predicted magnitude, if a lower magnitude is specified in a more precise format (Study 5). Study 6 provides first evidence that the interactive effect of personal control levels and numerical formats can affect consequential choices.

Journal of marketing research. -- 2019, v. 56, n. 1, february, p. 104-122

1. Numerical information 2. Personal control 3. Product specification 4. Predictability 5. Uncertainty

6**Frugality is hard to afford [Texto impreso] / A. Yeçim Orhun and Mike Palazzolo**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 15-17

Abstract: Intertemporal savings strategies, such as bulk buying or accelerating purchase timing to take advantage of a good deal, provide long-term savings in exchange for an increase in immediate spending. Although households with limited financial resources stand to benefit the most from these strategies, they are less likely to make use of them. The authors provide causal evidence that liquidity constraints impede low-income households' ability to use these strategies, above and beyond the impact of other constraints. Exploiting recurring variation in household liquidity, this study shows that when low-income households have more liquidity, they partially catch up to higher-income households' ability to use intertemporal savings strategies. The findings provide guidance to marketing managers and researchers regarding targeted promotional design and measurement of dealprone. For policy makers, they suggest a new path for decreasing the higher prices low-income households have been documented to pay for everyday goods. Policies have traditionally focused on increasing financial literacy or access to supermarkets. Our work suggests that providing greater liquidity can help low-income households make better use of savings opportunities already available to them.

Journal of marketing research. -- 2019, v. 56, n. 1, february, p. 1-17

1. Intertemporal savings 2. Liquidity constraints 3. Poverty 4. Deal Prone

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The smell of healthy choices [Texto impreso] : cross-modal sensory compensation effects of ambient scent on food purchases / Diyapan Biswas and Courtney Szocs

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 138-141

Abstract: Managers are using ambient scent as an important strategic element in various service settings, with food-related scents being especially common. This research examines the effects of food-related ambient scents on children's and adults' food purchases/ choices. The results of a series of experiments, including field studies at a supermarket and at a middle school cafeteria, show that extended exposure (of more than two minutes) to an indulgent food-related ambient scent (e.g., cookie scent) leads to lower purchases of unhealthy foods compared with no ambient scent or a nonindulgent food-related ambient scent (e.g., strawberry scent). The effects seem to be driven by cross-modal sensory compensation, whereby prolonged exposure to an indulgent/ rewarding food scent induces pleasure in the reward circuitry, which in turn diminishes the desire for actual consumption of indulgent foods. Notably, the effects reverse with brief (<30 seconds) exposure to the scent. Whereas prior research has examined cross-modal effects, this research adopts the novel approach of examining cross-modal sensory compensation effects, whereby stimuli in one sensory modality (olfactory) can compensate/satisfy the desire related to another sensory modality (gustatory).

Journal of marketing research. -- 2019, v. 56, n. 1, february, p. 123-141

1. Ambient scent 2. Cross-modal sensory compensation effects 3. (Un)healthy food choices 4. Retail and service setting atmospherics 5. Sensory marketing

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Up, up, and away [Texto impreso] : upgrading as a response to dissimilar brand users / Yajin Wang and Deborah Roedder John

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 156-157

Abstract: Researchers have found that consumers abandon and avoid products when they feel threatened by the presence of dissimilar groups who also use the product. In this article, the authors propose a different strategy for responding to dissimilar users, upgrading to a brand's more exclusive products. Results from six studies show that upgrading is a preferred strategy for consumers with strong self-brand connections, who are unlikely to avoid or abandon the brand because their self-identity is tied to the brand. Among these consumers, the act of upgrading to a brand's more exclusive products is driven by their feelings of selfthreat when exposed to dissimilar users, which triggers a desire to attain a higher-status position among brand users that is fulfilled by upgrading. The authors also identify moderators of the upgrading effect for consumers with strong self-brand connections. These consumers' increased interest in upgrading is dampened when a brand's exclusive products are made more readily available and when a brand has already conferred higher status to them through a customer status tier program.

Journal of marketing research. -- 2019, v. 56, n. 1, february, p. 142-157

1. Brand management 2. Brands 3. Status 4. Self-brand connections

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The visual asymmetry effect [Texto impreso] : an interplay of logo design and brand personality on brand equity / Jonathan Luffarelli, Antonios Stamatogiannakis, and Haiyang Yang

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References: p. 101-103

Abstract: Five studies using a variety of experimental approaches and secondary data sets show that a visual property present in all brand logos—the degree of (a)symmetry—can interact with brand personality to affect brand equity. Specifically, compared with symmetrical logos, asymmetrical logos tend to be more arousing, leading to increased perceptions of excitement. As such, consumers tend to perceive asymmetrical logos as more congruent with brands that have an exciting personality. This can boost consumers' evaluations and the market's financial valuations of such brands, a phenomenon referred to as the "visual asymmetry effect." The studies also show that this interplay between brand personality and logo design occurs only for the personality of excitement and the visual property of asymmetry. These findings add to theories of visual design and branding and offer actionable insights to marketing practitioners.

Journal of marketing research. -- 2019, v. 56, n. 1, february, p. 89-103

1. Visual design 2. Logo design 3. Brand personality 4. Brand equity 5. Arousal

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Wearout or weariness? [Texto impreso] : measuring potential negative consequences of online ad volume and placement on website visits/ Inyoung Chae, Hernán A. Bruno, and Fred M. Feinberg

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 73-75

Abstract: The global importance of online advertising calls for a detailed understanding of consumer-specific responses to online ad repetitions. A key concern for advertisers is not only whether some consumers display degrees of "wearout" but also whether they can surpass a point at which additional exposures have a negative marginal effect: "weariness." The authors examine a largescale advertising campaign aimed at driving viewers to a target website, which comprises more than 12,000 users across over 400 websites. These data are analyzed using a flexible discrete mixture specification that accommodates different response shapes over ad stock and timing and parcels ad viewers into response classes based on their internet usage metrics. The resulting classes display varying degrees of wearout, with one subgroup, accounting for about 24% of the sample, evincing weariness. The model also estimates differential publisher effectiveness, with the most effective publisher being nine times more effective than the one 26 places down. The authors demonstrate that the finding of weariness is robust to all the model's main components, with one key exception: heterogeneity in users' ad response. Analysis further suggests that an appropriate "profiling and capping" strategy can improve ad deployment by as much as 15% overall for these data.

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1. Advertising models 2. Heterogeneity 3. Hierarchical Bayes model 4. Online advertising